

## CONFERENCE INFORMATION GUIDE

### What's the concept?

**The Artisan Leader: An Ed Leadership Conference Series** is a new offering from Mike Rutherford and Rutherford Learning Group (RLG), creators of the widely acclaimed educational programs *The Artisan Teacher™*, *Developing the Artisan Teacher™*, *The Artisan Teacher: A Field Guide to Skillful Teaching™*, *Creating the Learning Centered School™*, *Skillful Observation and Coaching Laboratory™*, *LeaderNext™*, and *Requisites of a Leader™*.

### How is this different from other leadership conferences?

*Heart of a Servant, Mind of a Scholar, Inspiration of an Artist.*

**The Artisan Leader: An Ed Leadership Conference Series** is designed around these three core values:

1. **Heart of a Servant.** Service to others through leadership designed to build capacity, community, and life inside education organizations.
2. **Mind of a Scholar.** Sharp thought tools and challenging new approaches based on emerging research, leading edge literature, and best practice from inside and outside education.
3. **Inspiration of an Artist.** Professional learning designed to build leadership capacity for innovation, creativity, and transformation of the education workplace into one characterized by energy, stamina, and inspiration.

The conference site, meal and entertainment venues, agenda, materials, and learning designs are specifically crafted to deliver maximum learning in a premium, professional setting. The two-day format is designed to add value in a manner that fits the busy schedules of Ed leaders. Conference enrollment is limited to 72 participants to create full engagement opportunities and ensure valuable networking connections. All conference sessions will be led by Mike Rutherford, with occasional co-facilitators. Lessons will be brisk and immediately reinforced through networking and team learning.

Additionally, the conference experience is designed to equip attendees to return to their schools and districts and lead the lessons, activities, and experiences for others.

### Who should attend?

**The Artisan Leader** series is not leadership 101. Rather, it is specifically crafted to meet the needs of experienced education executives—superintendents, central office leaders, principals and other successful education leaders who desire to take their leadership skills to the next level—to the great benefit of schools and districts they lead. Less experienced and novice education leaders can benefit also, especially in the context of a vertical team or mentoring relationship (see Bring a Vertical Team, next page).

**Three ways to attend:**

1. **Come by yourself.** Education leaders are responsible for the growth of development of all employees. Sometimes, because of this focus on others, they neglect their own professional learning- to the detriment of themselves and the organizations they lead. Come to Charlotte, NC and enjoy two days of personally relevant professional learning and networking with growth-minded colleagues from all across North America.
2. **Bring a team.** Experience the two-day conference with the team of leaders who will be co-responsible for designing and leading success back home. Learn together, build chemistry, and create commitment. As an executive leader, this is a great opportunity to mentor and develop key “rising stars” who will shape the organization’s results well into the future.
3. **Bring a vertical team.** Develop leadership capacity throughout the organization by attending as a team comprised of a portion or version of this chain... a community member and/or parent + a school board member + superintendent or district leader + a principal + an AP + a rising teacher leader. Vertical teams help to establish a leadership language and approach that permeates the entire enterprise.

**How does the series work?**

The March 8-9 Conference is the second conference in the series. There will be two conferences per year—one in the fall and one in the spring. The series will repeat in a similar manner for the following years.

The following curriculum map lays out the plan. The Artisan Leader series will engage participants in nine leadership lessons. The nine lessons are grouped into three conferences. Each two-day conference develops Ed leaders’ knowledge, skills, and values/beliefs through engagement in three of the nine lessons. Participants are invited to attend a single conference, two of the three, or the entire series. Participants who attend more than one conference will enjoy extra benefits from the complementary design of the entire series. Ed leaders who attend all three conferences, in any combination, will receive an Artisan Leader certification.

Curriculum Map: **The Artisan Leader: An Ed Leadership Conference Series**

<b>Conference 2:</b> March 8-9, 2017	<i>Reading and Shaping Organizational Culture        Designing and Leading Change        Leadership Transitions &amp; Succession Planning</i>
<b>Conference 3:</b> November, 2017 (dates TBA)	<i>Communication, Persuasion, and Influencing Skills        Leading High-Performing Teams        Ethics and Moral Decision Making</i>
<b>Conference 1:</b> March 2018 (dates TBA)	<i>Understanding Self and        Building Clear &amp; Compelling Direction        Time and Life Management</i>

**Conference Agenda**  
**Wednesday, March 8, 2017**

8:00am – 9:30am	Arrival, registration, receive materials, networking, full breakfast provided outside the Providence Ballroom
9:30am – 10:15am	Opening session: <i>The Artisan Leader: Heart of a Servant, Mind of a Scholar, Inspiration of an Artist</i> . Providence Ballroom
10:25am – Noon	Learning Experience 1: Reading & Shaping Organizational Culture
Noon – 1:00pm	Lunch served in the SoCo Bar, lobby level with floor to ceiling glass view of Uptown Charlotte.
1:00pm – 2:10pm	Learning Experience 1, Cont'd
2:30pm – 4:00pm	Learning Experience 2: Designing & Leading Change
4:00pm – 5:00pm	Networking and feedback
6:00pm	Reception, music, and cocktail hour
7:00pm – 10:00pm	Dinner and music

**Thursday, March 9, 2017**

7:00am – 8:00am	Breakfast outside the Providence Ballroom
8:00am – 9:30am	Learning Experience 2, Cont'd: Designing & Leading Change
9:50am – 11:30am	Learning Experience 3: Leadership Transitions & Succession Planning
11:45am – 12:45pm	Lunch served in the SoCo Bar, lobby level
12:45pm – 2:00pm	Closing session: <b>The Artisan Leader: Heart of a Servant, Mind of a Scholar, Inspiration of an Artist</b>
2:00pm	Conference adjourns

**Registration:**

Register online by visiting [www.rutherfordlg.com](http://www.rutherfordlg.com) and click on the **Artisan Leader** conference icon. Payment may be made by credit card/PayPal or by purchase order/invoice. For questions or personal service, contact Michael Rutherford, conference director, at [michael@rutherfordlg.com](mailto:michael@rutherfordlg.com) or call Michael at 704-756-9095 or leave a message at 704-845-0874. Registration fees are \$775.00 per person. Registration includes all conference sessions, materials, meals, and entertainment venues. A block of rooms is reserved at the HamptonInn Charlotte for 3/7/17 and 3/8/17. Travel and lodging is the responsibility of the attendees. Call (704) 373-0917 to reserve rooms at the conference rate. Be sure to mention **The Artisan Leader** Conference.